

# Fuel Matters Malaysia



Independent research commissioned by Shell to uncover the commercial vehicle industry's views on how fuel consumption can be reduced

## Effective fuel management can lead to cost savings

1) Fleet managers recognise tightening their practices can generate major savings



2) And think greater adoption of fuel-efficient driving techniques is the biggest challenge the industry faces

say 52% of fleet managers

3) But getting driver buy-in is the greatest barrier to overcome



say 45% of fleet managers

4) Both managers and drivers agree the best ways to get buy-in are:

A small financial incentive



41% Fleet managers

More education programmes



44% Fleet drivers

42%

20%

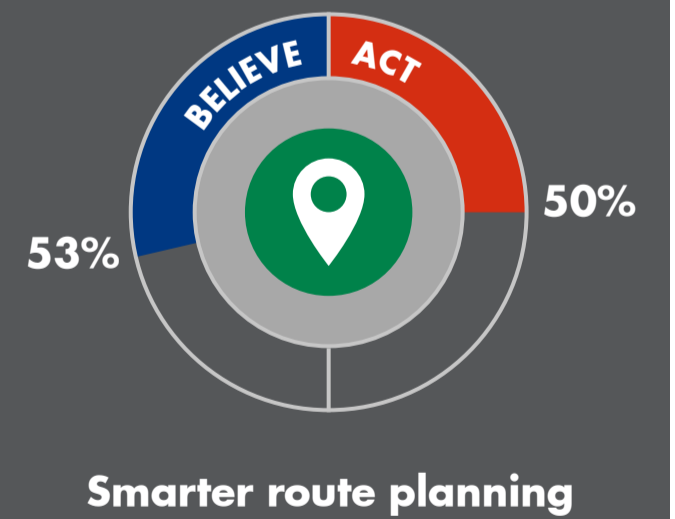
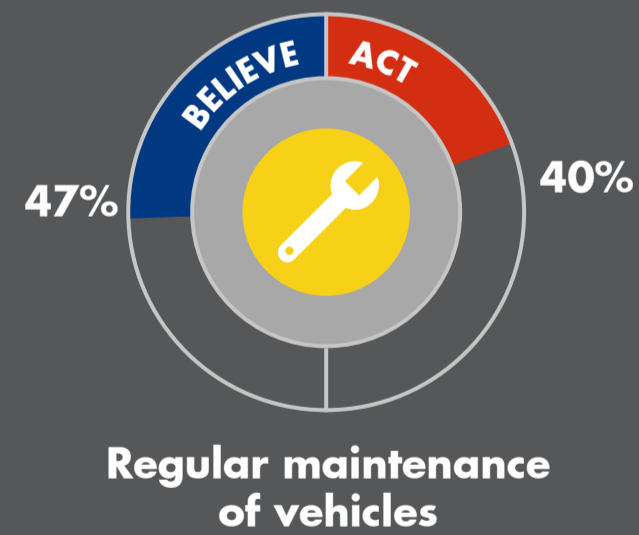
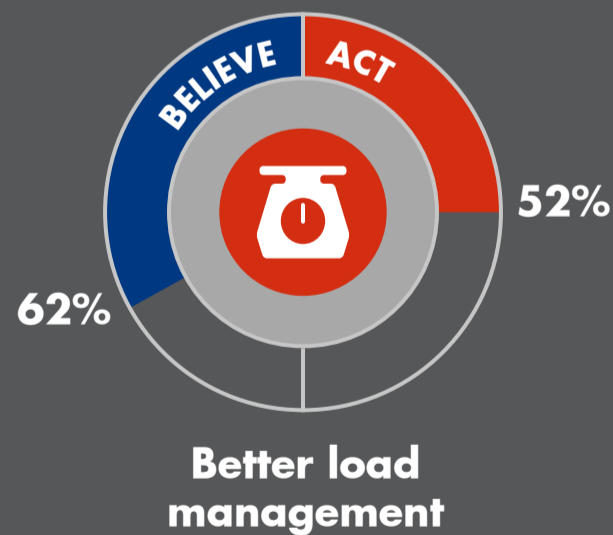
## But the responsibility should not rest entirely on drivers

5) More managers need to provide drivers with training on how to drive efficiently



Just 43% of fleet managers feed back to drivers about their fuel efficiency

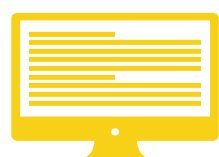
6) And act on other areas they believe can reduce the amount of fuel they use



7) The Shell fuel management solution is designed to reduce fuel consumption, administration time and maintenance costs



Fuel card access in over 960 petrol stations across Malaysia



Online card management, offering transparency in transactions



Shell site locator, route planner and Shell motorist app



Economy/quality fuels and lubricants